

CalPERS Office of Public Affairs Strategic Communications Report

The following items include highlights of strategic communications activity for the period covering April 1, 2011 – May 5, 2011

News Releases	Date
CalPERS CEO Issues Statement on Proposals to Reduce Public Employee Pensions	May 5
CalPERS Submits Majority Vote Proposal for Board Elections at Graco Inc.	April 1
CalPERS Posts Travel Costs, Form 700s Online	April 4
CalPERS, CalSTRS Announce Diverse Director DataSource	April 5
CalPERS Reorganizes To Better Serve Members, Employers and Stakeholders	April 6
CalPERS Investments in California Help Generate 1 Million Jobs Statewide	April 11
Integrated Health Care Pilot Exceeds Expectations	April 12
Proxy Advisors Back CalPERS Majority Vote Proposal at Graco Inc.	April 15
CalPERS Submits Proposal for Annual Director Elections at Hospitality Properties Trust	April 15

Broadcast TV/Radio Placement	Topic	CalPERS Representative	Date
CNBC “Closing Bell”	Closing the funded gap	Joe Dear	May 4
Fox Business News “Closing Bell”	Closing the funded gap	Joe Dear	May 4
Bloomberg TV	Financial markets/stock exchanges	Joe Dear	May 4
National Public Radio	Investment strategy	Joe Dear	May 6

Opinions/Editorials/Letters to the Editor	Topic	Submitted to:
Letter	Pensions	Investor's Business Daily
Op-ed	"CalPERS \$36,000 and Under Club"	Sacramento Bee; San Francisco Chronicle; Stockton Record; Fresno Bee; Bakersfield Californian; Contra Costa Times; San Jose Mercury News; San Mateo Times; San Ramon Times; The Desert Sun; Riverside Press Enterprise; San Bernardino Sun
Letter	Investment Returns	Inland Valley Daily Bulletin

Online Enhancements & Videos

CalPERS On-Line – Developed a financial disclosure section demonstrating CalPERS commitment to enhanced transparency and accountability. Disclosures include statements of economic interests (Form 700s), travel costs, fees paid to investment managers, business partners and consultants, and employer contribution rates and reviews.

CalPERS On-Line – Launched employer registration for my|CalPERS training.

Video – Taped and posted online board election candidate video statements.

Video – Taped and posted online April 26 Candidate Forum sponsored by PERSWatch and moderated by the League of Women Voters of Sacramento County.